Talking to Parents about Vaccine Concerns.

Ari Brown, MD, FAAP

FACULTY DISCLOSURE

I do not have a significant financial relationship with the manufacturers of commercial products and/or providers of commercial services discussed in this CME activity.

I do not intend to discuss an unapproved/ off-label use of a commercial product/device in my presentation.

7:43 AM



Controversial autism doctor: 'I'm not going away'



GREETINGS FROM AUSTIN

OVERVIEW

- □ How did we get here....and who is to blame?
- How do parents approach decisions?
- ☐ Are we done yet?
- □ What are we doing about it?
- ☐ Risk Communications 101.
- □ How to answer the top vaccine questions.

1995



"I'M SORRY DOCTOR, BUT AGAIN I HAVE TO DISAGREE."

SOURCES FOR HEALTH INFORMATION









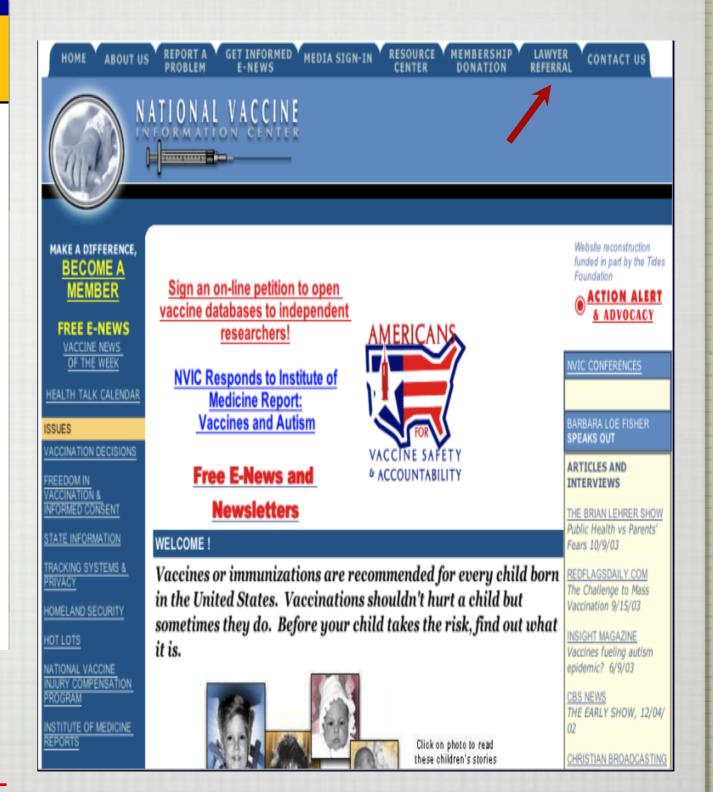


OTHER

86% HEALTH PROFESSIONAL (DOCTOR) 68% FAMILY & FRIENDS 57% INTERNET 54% BOOKS OR PRINTED MATERIAL 33% INSURANCE PROVIDER 5%

SOURCE: Pew Internet and American Life Project, June 2009, The Social Life of Health Information





80% OF PEOPLE SEARCH WITHOUT CHECKING THE SOURCE



INTERNET SEARCHES

Women vs. Men

Surfing for healthcare info





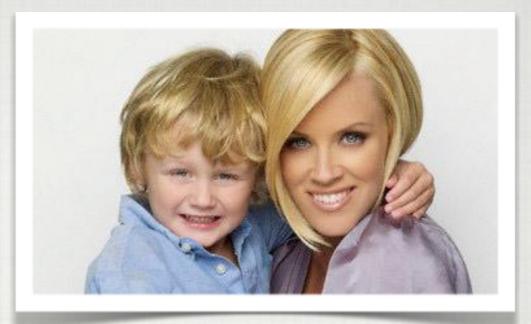
Health Topics Searched Online

In all, 80% of American Internet users have searched for information on at least one major health topic online. Many have searched for several kinds of information.

Health Topic	Internet Users Who Have Searched for Info on It (%) Men Women	
0.7.5	63%	
Specific disease or medical problem	54%	72% 🚤
Certain medical treatment or procedure	40	17 54
Diet, nutrition, vitamins, or nutritional supplements	39	14 48
Exercise or fitness	34	36 38
Prescription or over-the-counter drugs	29	34 38
Alternative treatments or medicines	23	28 33
Health insurance	22	25 29
Depression, anxiety, stress, or mental health issues	17	21 25
A particular doctor or hospital	17	21 25
Experimental treatments or medicines	16	18 20
Environmental health hazards	16	17 17
Immunizations or vaccinations	11	13 14
Sexual health information	12	10 9

MEDIA, MOM, & MAVERICK







1830

- □ 1796: Jenner's smallpox vaccine.
- ☐ **1820**: compulsory vaccination.
- ☐ **1830**: anti-vaccine groups arrive.



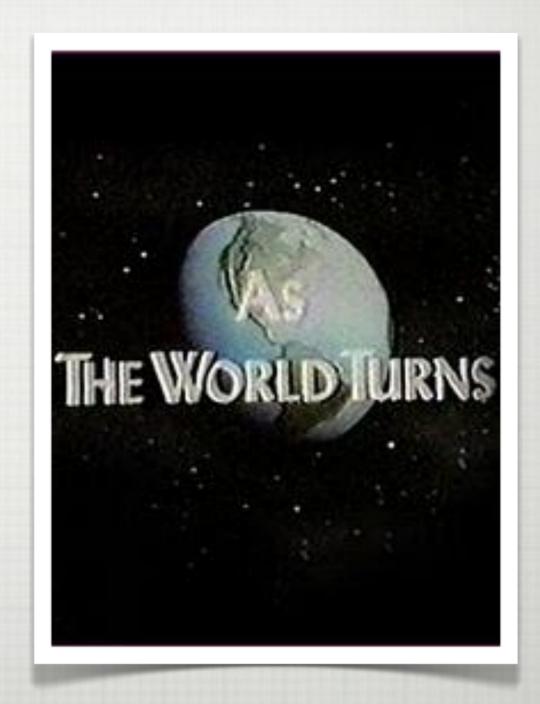
AS THE WORLD TURNS

☐ 1998: MMR study

☐ 1999: Thimerosal

☐ 2001: T-free shots

☐ ...AND WE MAKE A
FATAL PR MISTAKE.



TOO LATE TO THE PARTY

2004: IOM report on vaccine safety

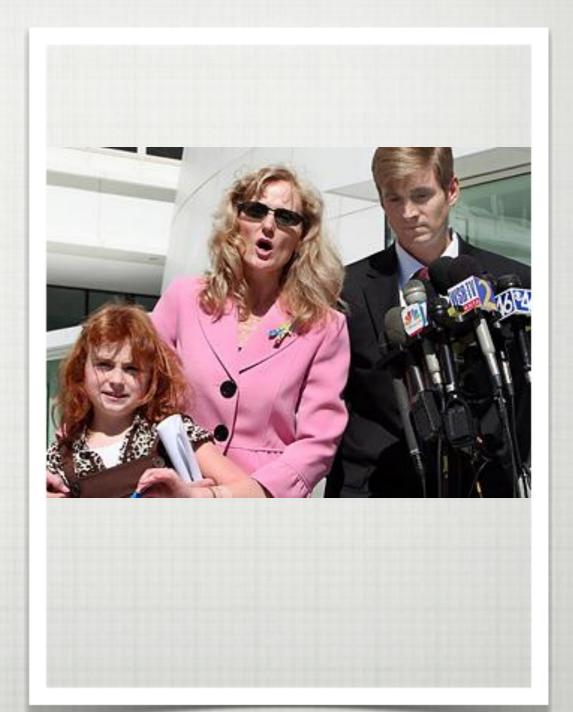
□ 2007: Jenny

□ 2007: Dr. Bob



Omnibus Autism Proceedings 2008

 Hannah Poling awarded monetary compensation for mitochondrial disorder.



WEBSITE: www.vaers.hhs.gov E-MAIL: info@vaers.org FAX: 4877-71 03

24 Hour Toll-Free P.O. Box 1100,	EVENT REPORTING SYSTEM Information 1-800-822-7967 Rockville, MD 20849-1100 ITY KEPT CONFIDENTIAL	For CDC/FDA Use Only VAERS Number Date Received
Patient Name: Last First M.I. Address	Vaccine administered by (Name): Responsible Physician Facility Name/Address	Form completed by (Name): Relation
City State Zip Telephone no. ()	City State Zip Telephone no. ()	City State Zip Telephone no. ()
1. State 2. County where administered 3. Date of birth mm dd yy 7. Describe adverse events(s) (symptoms, signs, time course) and treatment, if any		Sex
9. Patient recovered YES NO UNKNOWN 12. Relevant diagnostic tests/laboratory data		10 Date of vaccination



Health Resources and Services Administration

HRSA Home

Get Health Care

Grants

Loans & Scholarships

Data & Statistics

Public Health

HRSA Home

National Vaccine Injury Compensation Program

National Vaccine Injury Compensation Program

How to File a Claim

Vaccine Injury Table of covered vaccines and associated injuries

Data & Statistics

Advisory Commission on Childhood Vaccines

Frequently Asked Questions

National Vaccine Injury **Compensation Program**





On October 1, 1988, the National Childhood Vaccine Injury Act of 1986 (Public Law 99-660) created the National Vaccine Injury Compensation Program (VICP). The VICP was established to ensure an adequate supply of vaccines, stabilize vaccine costs, and establish and maintain an accessible and efficient forum for individuals found to be injured by certain vaccines. The VICP is a no-fault alternative to the traditional tort system for resolving vaccine injury claims that provides compensation to people found to be injured by certain vaccines. The

THE DEMISE OF WAKEFIELD 2010

30 counts of medical misconduct.
 Loss of medical license.
 Lancet retracts 1998 study.
 Resignation from Thoughtful House.

EARLY REPORT

Early report

Ileal-lymphoid-nodular hyperplasia, non-specific colitis, and pervasive developmental disorder in children

A J Wakefield, SH Murch, A Anthony, J Linnell, D M Casson, M Malik, M Berelowitz, A P Dhillon, M A Thomson, P Harvey, A Valentine, S E Davies, J A Walker-Smith

Summary

Background We Investigated a consecutive series of children with chronic enterocolitis and regressive developmental disorder.

Methods 12 children (mean age 6 years [range 3-10], 11 boys) were referred to a paediatric gastroanterology unith a history of normal development followed by loss of acquired skills, including language, together with diarrhoea and abdominal pain. Children underwent gastroenterological, neurological, and developmental assessment and review of developmental records. Ileocolonoscopy and biopsy sampling, magnetic-resonance imaging (MRI), electroencephalography (EEG), and lumbar puncture were done under sedation. Barlum followthrough radiography was done where possible. Biochemical, haematological, and immunological profiles were examined.

Findings Onset of behavioural symptoms was associated by the parents, with measies, mumps, and rub is vaccination in eight of the 12 children, with measiful infection in one child, and otitis media in across, All 1 children had intestinal abnormalities orangin from lymphold nodular hyperplasia to applicable up interior little or the second of the children had intestinal abnormalities orangin from lymphold nodular hyperplasia to applicable or interior in 11 children and reactive litest impholic complasia in seven, but no granulomas. Be silvoural dison sincluded autism (nine), disintegration (s) crisis (one), an ossible postviral or vaccinal epolphalitis exp). There were no focal neurological abnormalities and this and EEG tests were normal. Abnormal laboratory results, are significantly raised uninary or thylmplasis a cities own parend with age-matched controls (one of 33), low haemoglobin in four children.

Intern Cation o Identify associated gastrointestinal disco and evalopmental regression in a group of providely mail time, in, which was generally associated in time, or prossible or information triders.

Lamet 1998 151: 637-4 See Commentary page

Inflammatory Bowel Disease Study Group, University Departments of Modicine and Histopathology (A. 1 Wakefold recs, A Arithory Ma, J Limnell red, A. P Drillion versen, S. E Dowles worker) and the University Departments of Paediatric Castroenterology (S.H. Murch Ma, D.M. Casson Mace, M. Malik Maco, M.A. Thomson case, J.A. Wallers Smith Recs). Child and Adolescent

M A Thomson Fisce, J A Walker-Smith Fisce), Child and Adolescent Psychiatry (M Benelowitz Fisce), Neurology (P Harvey Fisce), an Radiology (A Valentine Fisce), Royal Free Hospital and School of Modicine, London NW3 2QC, UK

Correspondence to: Dr A J Wakefield

Introduction

We saw several children who, after a point of apparent normality, lost acquired skills, include goom nication. They all had gastrointestinal imptoms, bluding abdominal pain, diarrhoea, and training and, it some cases, food intolerance. We discribe the chinical fit lings, and gastrointestinal feature of these chinen.

Patients and met

12 children, constitive), used to 10 department of paediatric gastronterology as him y of a personne developmental to der with loss record skills and intentinal symptoms of arth. abdominas can, bloating and food intolerance), were invocated. All children were admitted to the world of the children were admitted to the world of the children.

hical investigations

took historie including details of immunisations and o runte to infect us diseases, and assessed the children. In 11 case the history are obtained by the senior clinician ([W-S), Neutral and Company of the senior clinician ([W-S), Neutral and Company of the senior clinician ([W-S), persualiant sati ([PH, MII) with HMS-4 criteria. Developmental control of the senior clinician of the senior clinician to included a review of prospective developmental records from persua, health visitors, and general practitioners. Four children did not undergo psychiatric assessment in hospital, all had been assessed professionally elsewhere, so these assessments were used as the basis for their behavioural diagnosis.

After bowel preparation, decocloroscopy was performed by SIM or MAT under sedation with midasnlam and pethidine. Paired fresen and formatin-fixed mucosal biopps samples were taken from the terminal learn; ascending, transverse, descending, and signoid colors, and from the roctum. The procedure was recorded by video or still images, and were compared with images of the previous seven consecutive paediatric coloroscopies (four normal coloroscopies and three or children with ulcerative colitis), in which the physician reported normal appearances in the terminal deum. Barium follow-through radiography was possible in some cases.

Also under sedation, exrebral magnetic-resonance imagin (MRI), electroencephalography (BHG) including visual, has stem auditory, and sensory evoked potentials (where complianc made these possible), and lumbar puncture were done.

Laboratory investigations

Thyroid function, serum long-chain fatty acids, and cerebrospinal-fluid lactate were measured to aclude known causes of childhood neurodegenerative disease. Urinary methylmalonic acid was measured in random urine samples from eight of the 12 children and 14 age-matched and new-matched normal controls, by a modification of a technique described previously. Thromatograms were acanned digitally occupantly and controls were methylmalonic-acid zones from cases and controls. Urinary methylmalonic-acid zones from cases and control were compared by a two-sample t test. Urinary creatinine was estimated by routine spectrophotometric assay.

Children were screened for antiendomyscal antibodies and boys were screened for fragile-X if this had not been done



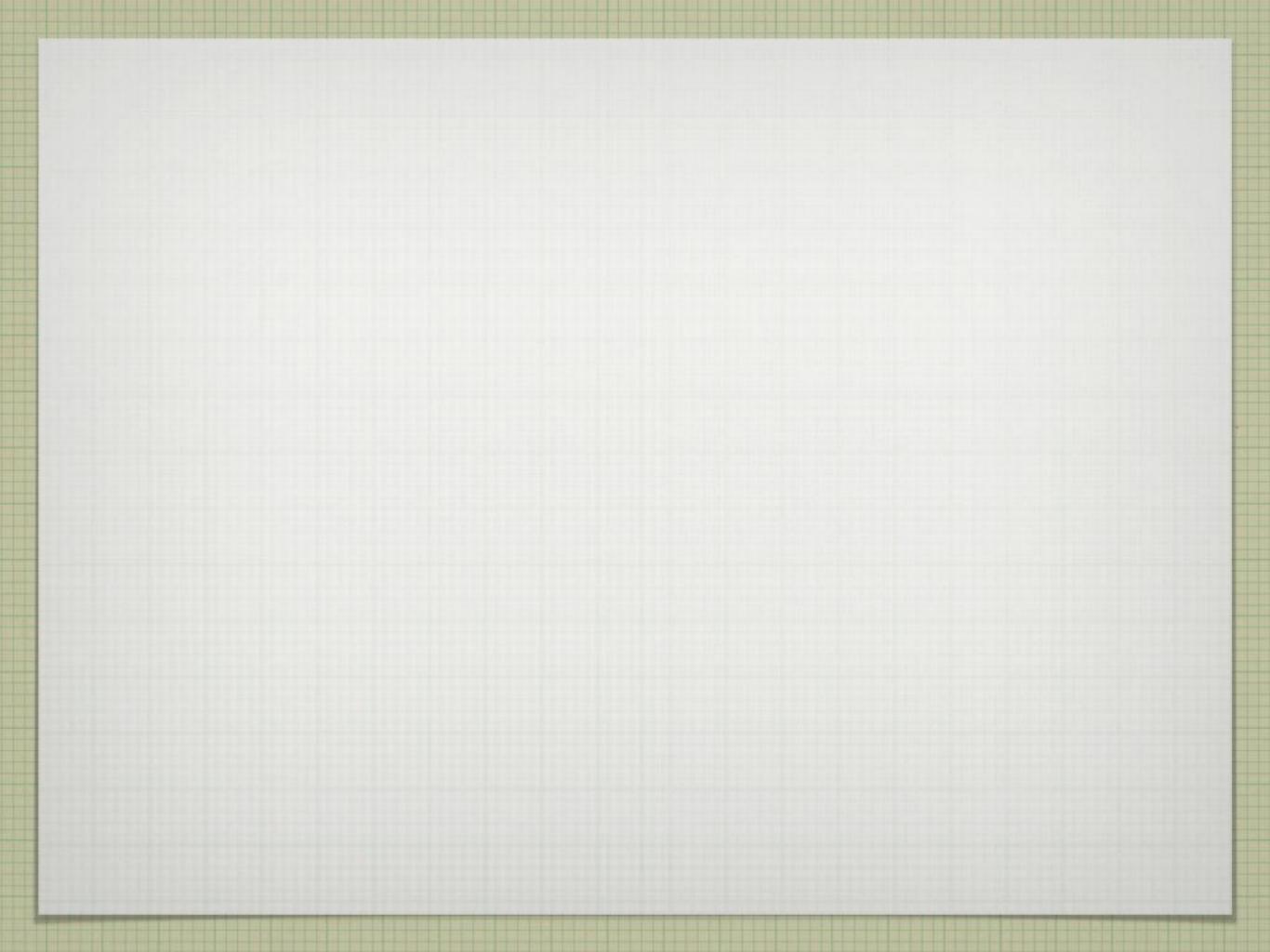
SOCIAL NETWORKS

Window or mirror?

ARE WE TO BLAME?

How much time do we talk about shots?

Nurses	9.2 minutes
Pharmacists	5 minutes
Pediatricians	3.9 minutes
Family Practice Docs	3.1 minutes



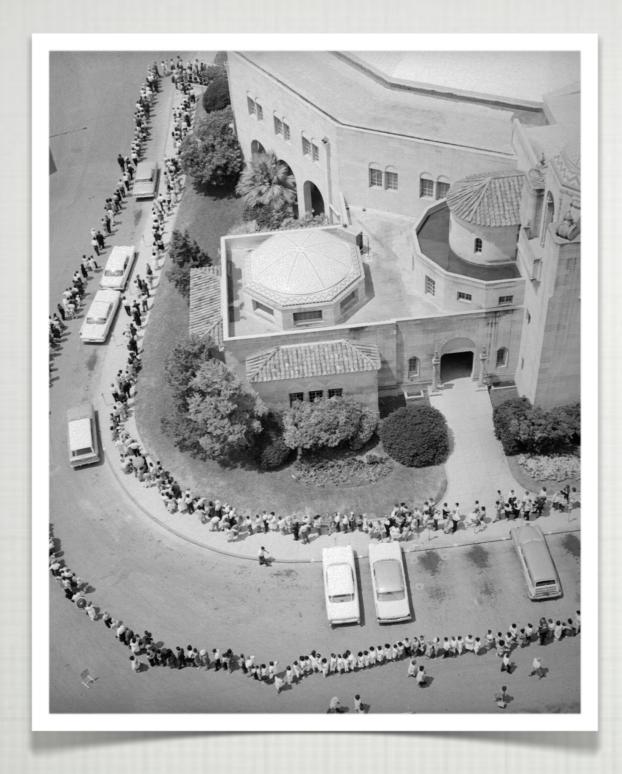
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- How do parents approach decisions?
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- How to answer the top vaccine questions.



STEPHANIE KLEIN-DAVIS 1 The Roanoke Times

PARENT PARANOIA





GREATER GOOD VS. INDIVIDUAL RIGHTS

VACCINE ATTITUDES

- □ Believers
- □ Relaxed
- Cautious
- ☐ Unconvinced

—Benin AL, etal. Analysis of mothers' decision-making about vaccines for infants: the importance of trust. Pediatrics 117(5) 2006.

VACCINE KNOWLEDGE

- ☐ All groups had poor knowledge of vaccines.
- Only 2 participants could name a vaccine given to their babies at follow-up interview.
- 3 participants named autism as a known side effect of the MMR vaccine.

"The pediatrician respected the fact that we wanted to sit and talk for an hour and a half about vaccinations.

He stayed very late one night...

It wasn't something that they could charge us for...and it's a very busy practice."

key point

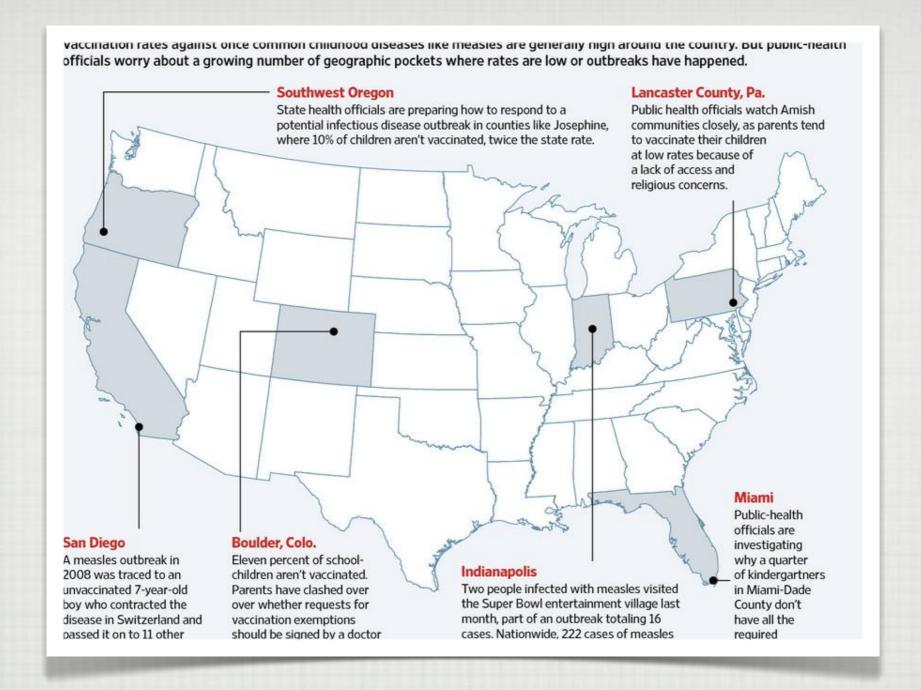
"I don't think doctors have the time or motivations to find me the answers..."

VACCINATORS

- ☐ #1: Trust their healthcare provider.
- Feel satisfied with the discussion.
- ☐ Feel that it is the right thing to do.
- □ Want to prevent disease.

NON-VACCINATORS

- Feel alienated by their healthcare provider.
- Had a previous bad medical experience.
- Distrust motives.
- Trust a homeopath or naturopath.
- Perceive risk of vaccine more than disease risk.
- ☐ Perceive others will protect them. (Free-riding)

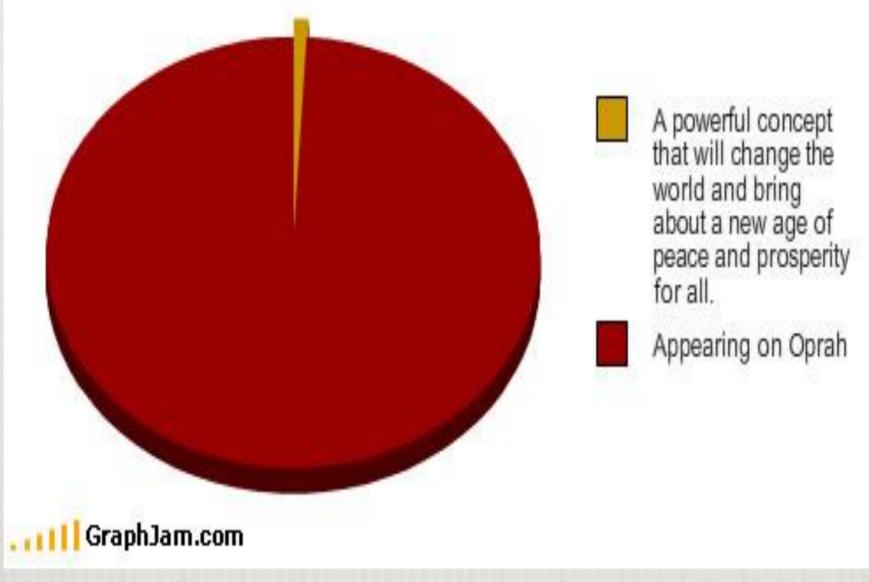


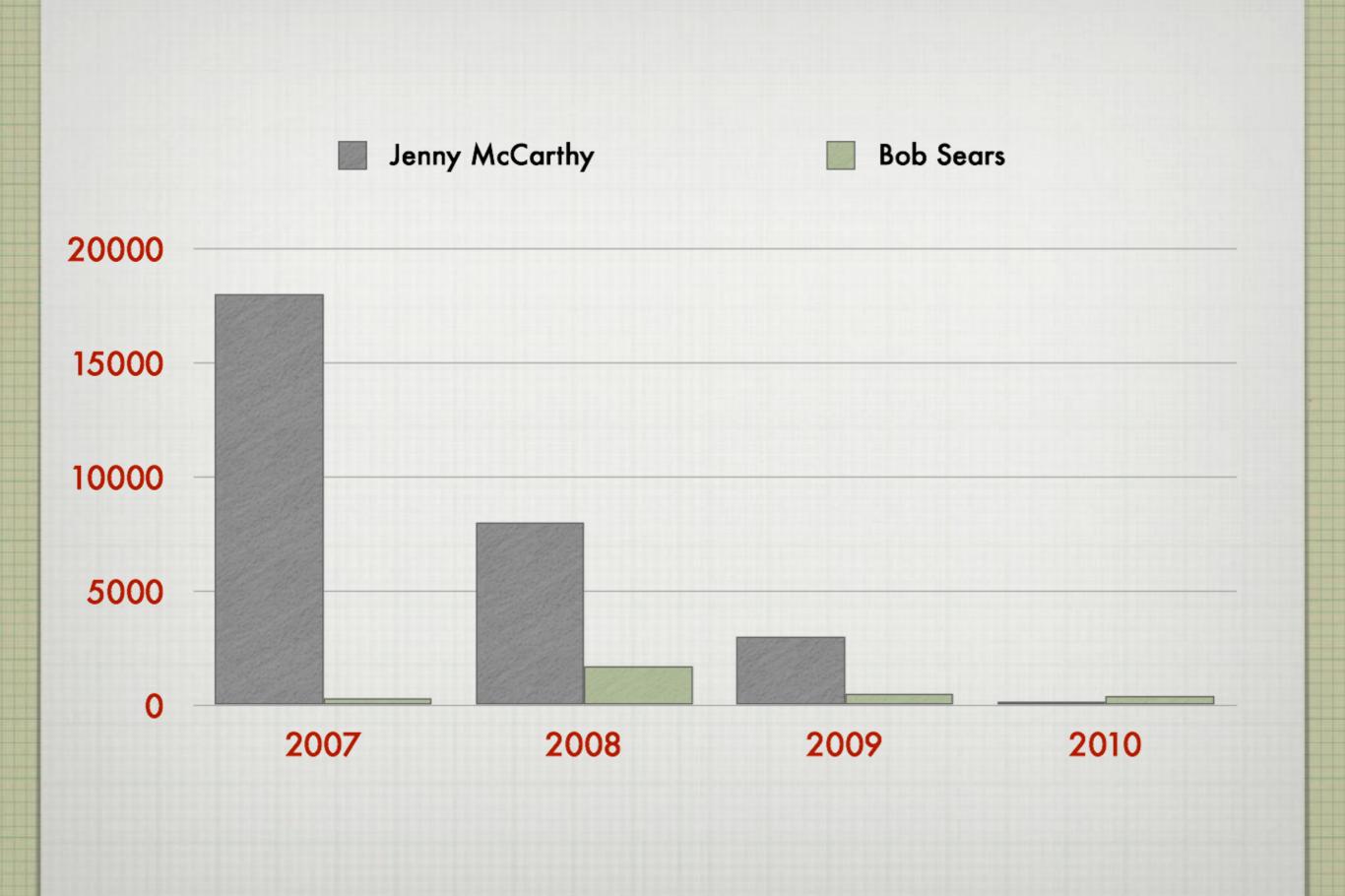
birds of a feather

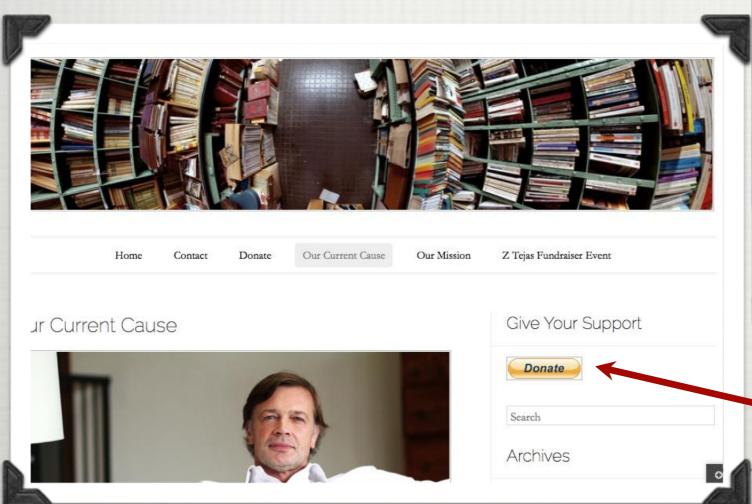
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What Will Make Your Book A Bestseller



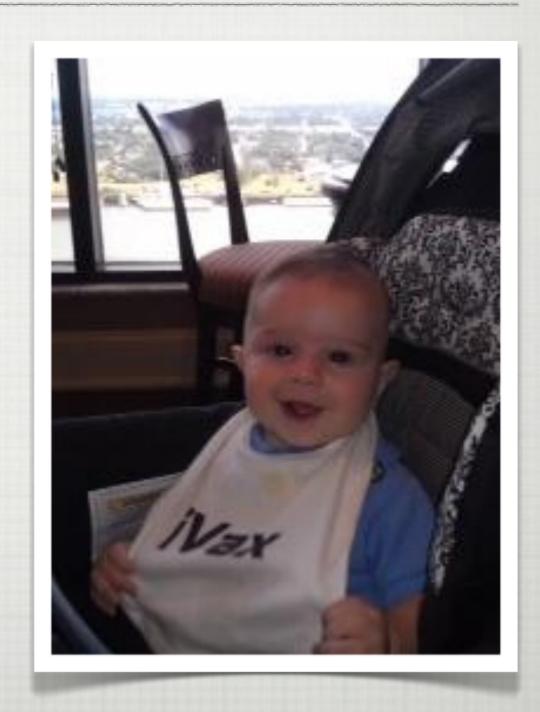






We are not done... But we are doing pretty well.

<1% of American kids ages 19-35 months are unvaccinated.



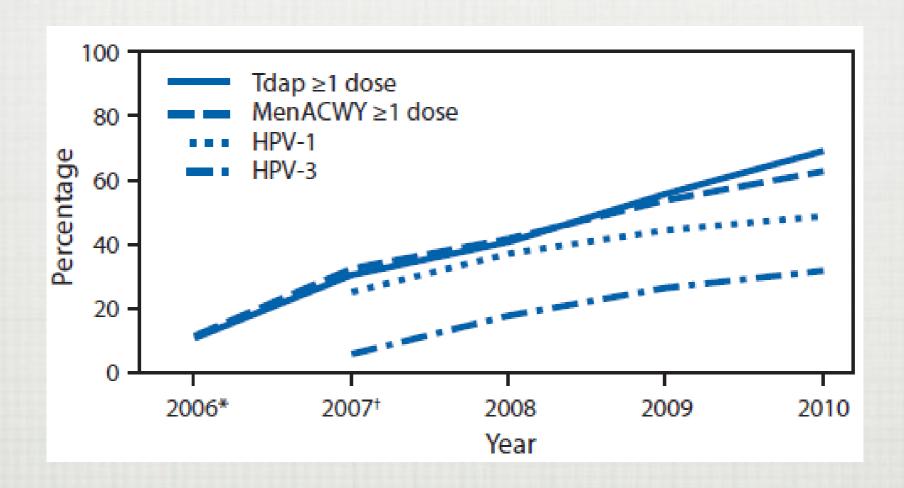
BABIES

TABLE 1. Estimated vaccination coverage among children aged 19–35 months, by selected vaccines and dosages — National Immunization Survey, United States, 2007–2011*

Vaccine	2007		2008		2009		2010		2011	
	%	(95% CI)	96	(95% CI)	%	(95% CI)	%	(95% CI)	96	(95% CI)
DTaP										
≥3 doses	95.5	(±0.5)	96.2	(±0.5)	95.0	(± 0.6)	95.0	(± 0.6)	95.5	(±0.5)
≥4 doses	84.5	(±0.7)	84.6	(± 1.0)	83.9	(± 1.0)	84.4	(± 1.0)	84.6	(±1.0)
Poliovirus	92.6	(±0.9)	93.6	(± 0.6)	92.8	(±0.7)	93.3	(±0.7)	93.9	(±0.6)
MMR ≥1 doses Hib [†]	92.3	(±0.9)	92.1	(±0.7)	90.0	(±0.8)	91.5	(±0.7)	91.6	(±0.8)
≥3 doses	92.9	(±0.7)	90.9	(±0.7)	83.6	(± 1.0)	90.4	(±0.9)	94.0	$(\pm 0.6)^{5}$
Primary series	NA		NA		92.1	(±0.8)	92.2	(±0.8)	94.2	$(\pm 0.6)^{5}$
Full series	NA		NA		54.8	(± 1.4)	66.8	(±1.3)	80.4	(±1.1) ⁵
НерВ										
≥3 doses	92.7	(±0.7)	93.5	(±0.7)	92.4	(± 0.7)	91.8	(± 0.7)	91.1	(±0.7)
1 dose by 3 days (birth) [¶]	53.2	(±1.3)	55.3	(±1.3)	60.8	(±1.3)	64.1	(±1.3)	68.6	(±1.3) ⁵
Varicella ≥1 doses PCV	90.0	(±0.7)	90.7	(±0.7)	89.6	(±0.8)	90.4	(±0.8)	90.8	(±0.7)
≥3 doses	90.0	(±1.0)	92.8	(±0.6)	92.6	(±0.7)	92.6	(±0.8)	93.6	$(\pm 0.6)^{6}$
≥4 doses	75.3	(±1.3)	80.1	(±1.1)	80.4	(±1.2)	83.3	(±1.0)	84.4	(±1.0)
HepA**										
≥1 dose	NA		70.5	(±1.1)	75.0	(±1.1)	78.3	(±1.1)	81.2	(±1.0) ⁵
≥2 doses	NA		40.4	(±1.2)	46.6	(± 1.4)	49.7	(±1.4)	52.2	$(\pm 1.4)^{5}$
Rotavirus ^{††}	NA		NA		43.9	(±1.4)	59.2	(± 1.4)	67.3	(±1.3) ⁵
Combined series										
4:3:1:3*:3:1 ⁵⁵	NA		NA		48.3	(± 1.4)	59.2	(±1.3)	71.0	(±1.2) ⁵
4:3:1:::3:1 ⁵⁵	78.3	(±1.1)	78.7	(±1.1)	77.5	(±1.1)	77.8	(±1.1)	77.6	(±1.2)
4:3:1:3*:3:1:4***	NA		NA		44.3	(± 1.4)	56.6	(±1.3)	68.5	(+1 5/8
4:3:1:::3:1:4 ^{†††}	67.0	(±1.3)	70.6	(±1.2)	70.5	(±1.2)	72.7	(±1.2)	73.6	(±1.2)
Children who received no vaccinations	0.6	(±0.1)	0.6	(±0.2)	0.6	(±0.1)	0.7	(±0.2)	0.8	(±0.2)

Abbreviations: CL - confidence interval: OTeO - diabthesis, totaque tounide and ecollular portugie unacina (includes children who might have been unacinated with

TEENS



ADULTS

Tdap	8.2%	HEPA	10%	
ZOSTER	14.4%			
PNEUMO	59.7%	HEP B	40%	

CDC: MMWR FEB 2012

OVERVIEW

- □ How did we get here....and who is to blame?
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- ☐ Are we done yet?
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IMMUNIZATION ALLIANCE



Not Vaccinated? No Kisses!

Get the adult whooping cough vaccine. www.VaccinateYourFamily.org

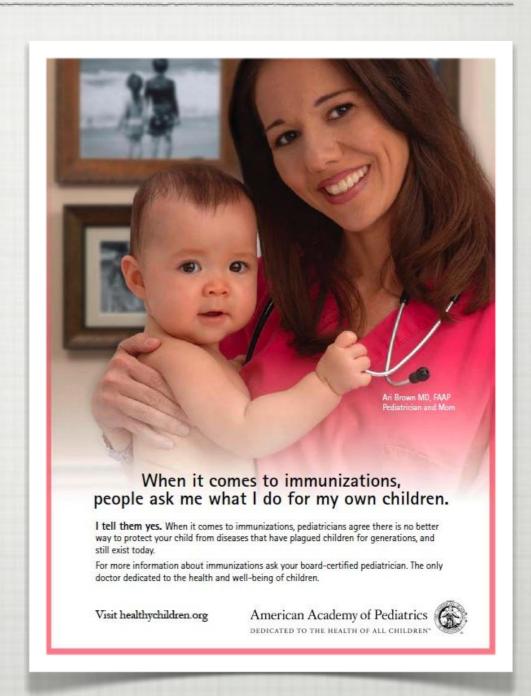
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WHAT YOU SAY

- ☐ I VACCINATED MY OWN KIDS...
- ☐ I GET THE FLU VACCINE EVERY YEAR...
- ☐ I WOULDN'T ADVISE
 ANYTHING
 DIFFERENTLY FOR
 YOUR FAMILY.

PUBLIC OPINION SURVEY 2008



HOW YOU SAY IT

- ☐ PATIENT WANTS TO BE HEARD.
- ☐ PATIENTS WANTS TO BE RESPECTED. THEY ARE TRYING TO DO WHAT IS IN THE BEST INTEREST OF THEM/FAMILY.
- PATIENTS WANT AN EXPLANATION FROM A PERSON THEY TRUST.
- ☐ THEY DON'T WANT SCARE TACTICS.
- ☐ THEY DON'T WANT TO BE SCOLDED.



These are not BAD parents. They are SCARED parents.

GREAT COMMUNICATORS

- ☐ KNOW THEIR AUDIENCE.
- ☐ TALK WITH THEM...NOT TO THEM.
- ☐ CARE.
- □ DON'T ARGUE.
- ☐ FIND COMMON GROUND.
- ☐ LISTEN.
- ☐ SPEAK SUCCINCTLY, WITH PASSION & COMPASSION.

THE 3 S'S

SIT DOWN!

SHUT UP!

SHARE!

WHAT CAN YOU DO?

- ☐ Offer reliable sources of info to patients.
- ☐ Talk about it! Face to face & on social networks.
- ☐ Train staff.

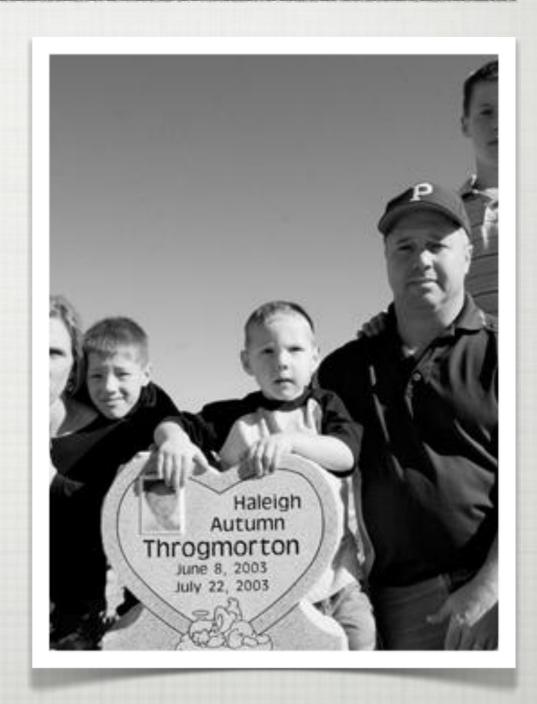
PRACTICE WHAT YOU PREACH.

OVERVIEW

- □ How did we get here....and who is to blame?
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MYTH #1 Vax-preventable diseases are rare.

- ☐ 40,000 pertussis cases
- ☐ Measles in NC, NY, TX
- □ Flu deaths



MYTH #2 Too many shots.

- ☐ Thank goodness we have so many shots!
- ☐ These are smarter & safer shots.
- ☐ Smallpox, OPV, DTwP.
- More shots, less immune load.



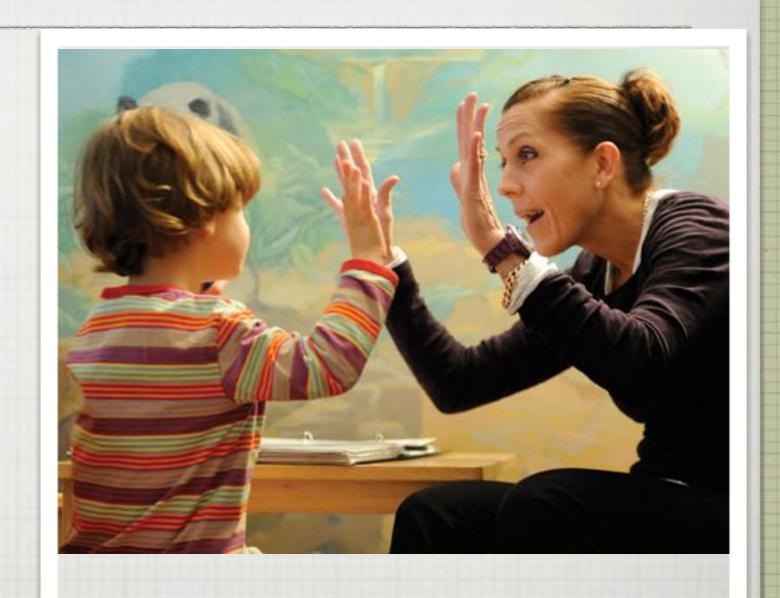
MYTH #3 Thimerosal causes autism.

- ☐ Thimerosal removed in 2001.
- ☐ Autism rates still rising.



CAUSES OF AUTISM

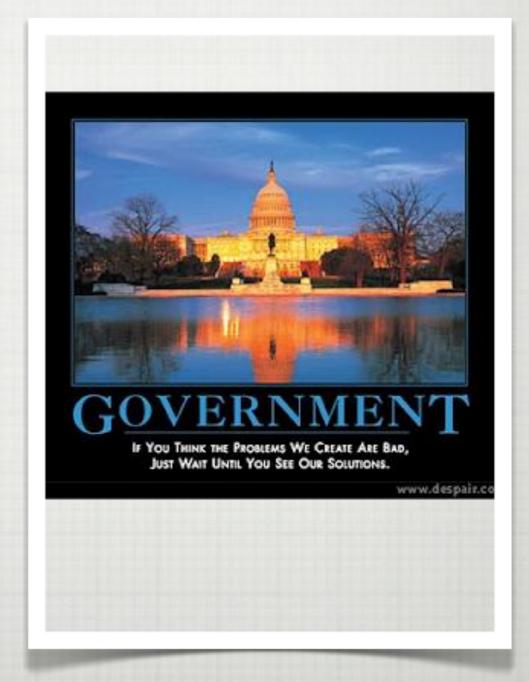
- ☐ Genetic 10-15%
- Mature parents
- ☐ Closely spaced pregnancy
- □ Extreme prematurity
- Medications in pregnancy
- ☐ Flu in pregnancy
- □ Obesity in pregnancy
- Folic acid deficiency in pregnancy



MYTH #4

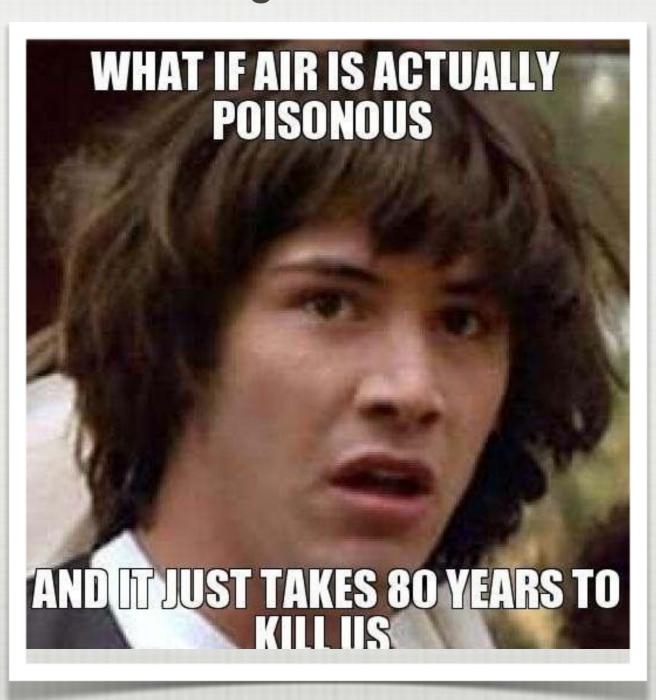
It's a government conspiracy.

Just ask your healthcare provider if she vaccinates her family.



MYTH #5

We need to green our vaccines.



VACCINE INGREDIENTS

Preservatives: prevent contamination (phenol, thimerosal before 2001)

Adjuvants: improve immune response in inactivated vaccines (aluminum salts)

Additives: prevent deterioration, sticking to side of vial (gelatin, msg)

Residuals: remains of production process (egg protein, formaldehyde)

ALUMINUM

- ☐ #3 metal in earth's crust
- 4 mg in all shots given by6 months
- 10 mg in 6 months of breastmilk
- 30 mg in 6 months of formula
- ☐ 120 mg in soy formula



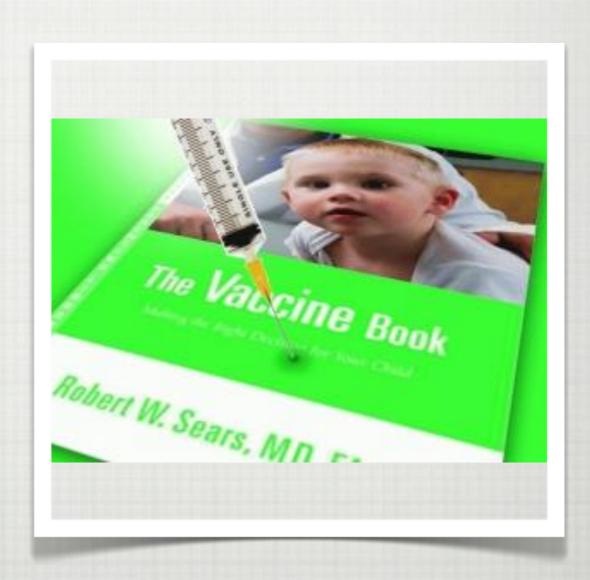
True or false?

- Live vaccines are weakened (attenuated) in animal or human cell lines.
- Aborted fetal cell lines have been used to make some vaccines.
- Recombinant DNA vaccines do not insert themselves into our DNA.

MYTH #6

It's safer to use an "alternative" vax schedule.

Delaying shots leaves the most susceptible at risk.



"My schedule doesn't have any research behind it. no one has ever studied a big group of kids using my schedule to determine if it's safe or if it has any benefits."

—Dr. Bob Sears, 2009

2010 STUDY SHOWS NO BENEFIT.

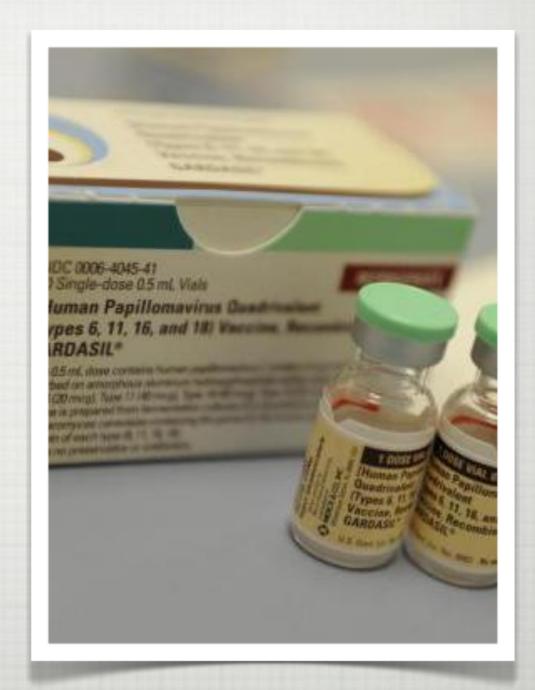
2013 STUDY SHOWS NO CORRELATION WITH # OF ANTIGENS.

MYTH #7 HPV vaccine is dangerous.



HPV

- ☐ 4000 deaths/yr
- ☐ 6 million infected/yr
- □ 25,000 cancers/yr
- □ 40 million doses
- ☐ First vax in 2006



HPV and cancer

HPV, the human papillomavirus, infects 6 million people a year, sometimes causing long-term infections. The family of viruses also can cause a wide range of cancers.

Annual cases of HPV-related cancers:

Cervical

12,200

Throat/tongue/tonsil

7,100

Anal

4,200

Vulvar

1,500

Vaginal

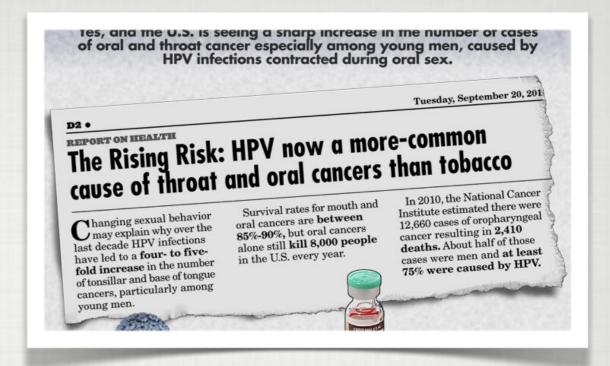
500

Penile

400

Source: American Cancer Society; CDC

By Frank Pompa, USA TODAY





HPV RELATED CANCERS

So what's the problem?

- ☐ 11% say their kid won't have sex.
- 17% vaccine isn't necessary.
- ☐ Immunity won't last.
- ☐ It's too new.
- 16% have safety concerns.
- □ 9% doc doesn't advise.



MYTH #8 Tdap vaccine doesn't work.

- Immunity wears off over time with disease or vaccine.
- DTwP was more effective.
- ☐ Tdap is underutilized.



RELIABLE SOURCES

- □ cdc.gov
- immunize.org
- □ aap.org
- vaccine.chop.edu
- □ baby411.com



Clear Answers and Smart Advice for Your Baby's Shots



By Ari Brown, MD, FAAP

Ari Brown, MD, received her medical degree from Baylor College of Medicine in Houston. She did her pediatric residency at Harvard Medical School/Boston Children's Hospital and has been in private practice in Austin since 1995. Dr. Brown is perhaps best known as the coauthor of the 411 parenting book series — Expecting 411: Clear Answers and Smart Advice for Your Pregnancy, Baby 411, and Toddler 411.

In response to the media attention given to vaccines, autism, and other controversies, this special excerpt from *Baby 411* is available free of charge to help educate families.

Vaccines. Autism. Controversy. As a new parent (or parent-to-be), it's hard not to hear the great debate in parenting circles these days.

a new parent (or parent-to-be), it's hard not to hear the great debate in parenting circles these days — do vaccines cause autism? If not, what causes autism and why is it on the rise?

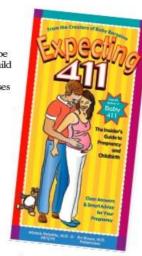
Let's start at the beginning. Just what is autism?

Q. What is autism?

Autism Spectrum Disorder (ASD) is really a collection of several disorders that cause children to have three abnormal areas in common: social skills, communication skills, and repetitive or obsessive traits. Specialists use the terms ASD and Pervasive Developmental Disorders (PDD) interchangeably. To add even more confusion, Pervasive Developmental Disorder, not otherwise specified (PDD-NOS), and Asperger's Syndrome also are disorders that fall under the ASD umbrella.

There is a very broad range of severity within ASD. A child may have normal intelligence and language, but be socially There also are some unusual behaviors. Cuddling may not be soothing. In fact, an autistic child may get very upset by being touched. Bright lights and noises often bother them. Because they are bugged by the outside world, they may turn inward and find comfort in repetitive behaviors (rocking, head banging, spinning). Autistic children may have little interest in playing with toys. Or they may play in an odd way - such as using a phone as a comfort object.

Bottom line: Children with autism have autism long before their first birthdays,





"I'm mad as hell and I'm not gonna take this anymore!"

TEACHING MOMENTS.

Build a relationship. Develop trust. Educate!